MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

DRAG DROP You are a Customer Data Platform Specialist. The chief marketing officer (CMO) asked you to look at different use cases as you are implementing the Customer Insights platform. Which use case is applicable to either audience insights or engagement insights? To answer, drag the appropriate capability to the correct use case. Each capability may be used once, more than once, or not at all. You may need to drag the

split bar between panes or scroll to view content. NOTE: Each correct selection is worth one point.

Select and Place:

Audience Insights

Engagement Insights

Answer Area

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.

The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.

Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.

The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.

The sales manager wants to identify paths that customers navigate on the website before they make a purchase.

Correct Answer:

Audience Insights

Engagement Insights

Answer Area

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.	Audience Insights
The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.	Audience Insights
Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.	Audience Insights
The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.	Engagement Insights
The sales manager wants to identify paths that customers navigate on the website before they make a purchase.	Engagement Insights

QUESTION 2

You need to fix the problem with exports to Dynamics 365 Sales. What should you do?

A. Verify the schedule run setting for the export rs set to "on."

B. Add the Dynamics 365 Sales Contact table to the profile unification process.

C. Add a field for loyalty system email address in Dynamics 365 Sales.

D. Verify the segment for export does not contain more than 100,000 members.

Correct Answer: B

QUESTION 3

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights at a bank.

You finished setting up the different initial data sources. You are starting the unification process.

Which three tasks do you need to perform in the Mapping phase of the unification process? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Identify the primary keys and semantic field types within the different entities.

B. Identify the entities that you need to unify into a single profile.

C. Identify the prioritization of similar fields between different entities.

D. Select the fields you want to include the unified customer profile.

E. Identify rules for duplication between different entities.

Correct Answer: ABD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/map- entities

QUESTION 4

You are a Customer Data Platform Specialist. You need to design a process to share the unified customer profile with the sales team. The sales team uses the Dynamics 365 Sales app for marketing list generation.

Which two conditions must be met to export segments needed by the sales team to the D365 Sales app? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. In order to export segment of customers who have DOB to Dynamics 365 Sales to create marketing lists, a connection to the Dynamics 365 Sales environment must be configured.

B. Contacts do not have to be present in Dynamics 365 Sales because the export process will create new contact records if they do not already exist.

C. In order to export segment of customers who have Loyalty email to Dynamics 365 Sales, a connection to the Dynamics 365 Sales environment must be configured.

D. Dynamics 365 Sales Contacts must be ingested into audience insights as a data source and included in the unified customer profile.

Correct Answer: AD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/exportdynamics365-sales

QUESTION 5

DRAG DROP

You are reviewing the system status in Microsoft Dynamics 365 Customer Insights. You notice that different refresh processes are not successful. You need to find the step that is blocking these processes from refreshing.

Which dependency types are associated with each process? To answer, drag the appropriate dependency types to the correct processes. Each user group may be used once, more than once, or not at all. You may need to drag the split bar
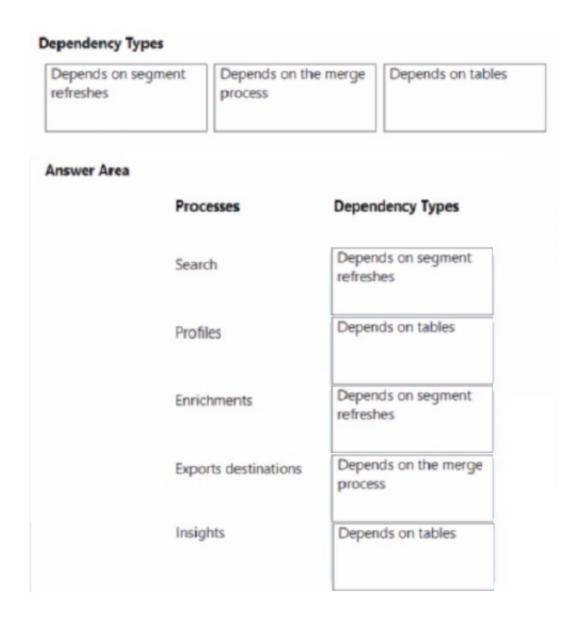
between panes or scroll to view content.

NOTE: Each correct match is worth one point.

Select and Place:

Dependency Types

Depends on segment refreshes	Depends on the merge process	Depends on tables

Answer Area

Processes	Dependency Types
Search	
Profiles	
Enrichments	
Exports destinations	
Insights	

Correct Answer:

Dependency Types

Depends on segment refreshes	Depends on the merge process	Depends on tables

Answer Area

Processes	Dependency Types
Search	Depends on segment refreshes
Profiles	Depends on tables
Enrichments	Depends on segment refreshes
Exports destinations	Depends on the merge process
Insights	Depends on tables

QUESTION 6

Your organizations IT team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was completed, the team noticed that three relationships were created automatically.

1.

CustomerToContact

2.

CustomerToAccount

3.

CustomerToWebAccount

You need to advise the team about how they can configure and update these three relationships.

What should you recommend?

A. You cannot edit any of the three relationships, as they are non-editable system relationships.

B. Relationships created via the unification process can be edited by those with contributor- level access.

C. Relationships created via the unification process can only be edited by those with administrator-level access.

D. You can edit each of the three relationships by navigating to the Relationship tab and selecting Edit

Correct Answer: D

QUESTION 7

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio

(Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Output data store path

B. Output data store parameter name

C. Web service that contains your model

D. Entity name

Correct Answer: BD

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/custom-models

QUESTION 8

You are a Customer Data Platform Specialist. Some of the data your company stores need to adhere to strict organization compliance and security when establishing connections and exports. Your information technology department tells you that you must use a dedicated Azure key vault with your audience insights environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in an organization\'s compliance boundary.

Which two statements are true about usting audience insights and Azure Key Vault to store the secrets for each of the connections set up?

NOTE: Each correct selection is worth one point.

A. You must have administrator role in audience insights.

B. The key vault must have Key Vault firewall enabled.

C. The key vault is in the same Azure location as the audience insights environment.

D. Audience insights can write secrets or overwrite secrets into the key vault.

Correct Answer: AC

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/use- azure-key-vault

QUESTION 9

You are a Customer Data Platform Specialist. Your information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?

A. Relationships created via the unification process can be edited by those with contributor- level access.

B. You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.

C. You cannot edit any of the three relationships, as they are non-editable system relationships.

D. Relationships created via the unification process can only be edited by those with administrator-level access.

Correct Answer: C

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/relationships

QUESTION 10

You are a Customer Data Platform Specialist. You need to create an additional audience insights environment based on the existing configuration in the development environment. Which two statements are correct when creating an additional environment with limited amount of required configuration? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

A. In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.

B. In the Create New Environment dialog window, enter *UAT1" name. Check Copy from exiting environment and select "Dev° from the option set.

C. In the Create New Environment dialog window, enter *UATT name. Check Copy from exiting environment, and select DEV1 from the list.

D. In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.

Correct Answer: CD

Creating a sandbox environment that mirrors the current development environment Create a sandbox environment called UAT1 and copy configurations from env. "DEV1".

- Note: there is also an exiting environment called "Dev" and it is not configured correctly and should not be copied

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QUESTION 11

You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business account.

What is needed to ensure that this measure is created as a business-level measure instead of a customer- level measure?

A. Use the default "CustomerID* dimension when creating the measure.

B. Use the default "AccountID" dimension when creating the measure.

C. Remove the default "AccountID" dimension when creating the measure.

D. Remove the default "CustomerID* dimension when creating the measure.

Correct Answer: D

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/measures?tabs=b2b

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QUESTION 12

DRAG DROP

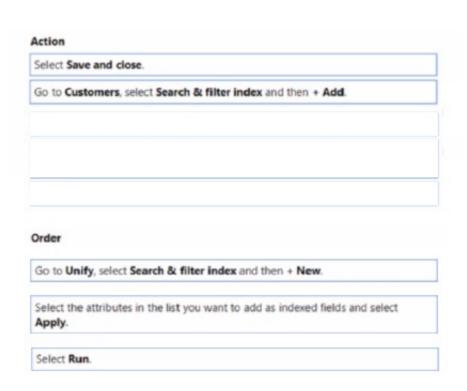You are the administrator for a new Dynamics 365 Customer Insights environment at your organization.

You need to set up the Search and filter index for the first time.

What three actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:

Action

Select **Save and close**.
Go to **Customers**, select **Search & filter index** and then **+ Add**.
Go to **Unify**, select **Search & filter index** and then **+ New**.
Select the attributes in the list you want to add as indexed fields and select **Apply**.
Select **Run**.

Order

Correct Answer:

Action

Select **Save and close**.
Go to **Customers**, select **Search & filter index** and then **+ Add**.

Order

Go to **Unify**, select **Search & filter index** and then **+ New**.
Select the attributes in the list you want to add as indexed fields and select **Apply**.
Select **Run**.

QUESTION 13

You are a Customer Data Platform Specialist. Your company\\'s information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has

some concerns about the suitability of their data. You need to confirm if their research about data requirements is correct.

Which two statements are correct about the data characteristic requirements for configuring the CLV ML model? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. There should be at least two to three transactions per customer ID. preferably across multiple dates.

B. There should be at least 100.000 unique customers to perform the CLV model.

C. There should be preferably two to three years of transactional data to predict CLV for one year.

D. The CLV model will not run if there is any missing data in the fields.

Correct Answer: AC

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/predict- customer- lifetime-value

QUESTION 14

Your company wants to create a segment to identify the customers who are more likely to purchase the three most-recommended products from the out-of-the-box product recommendations model.

Before defining this segment, you need to first configure and run the product recommendations model.

Which point should you consider when configuring the product recommendation model?

A. Product recommendations models can only be created and configured by users with admin permissions.

B. You have the option to include products in the recommendation that your customers have purchased before.

C. The number of products recommended is automatically chosen based on the number of products in the input data.

D. Product recommendation models can only be manually executed by users with contributor or admin permissions.

Correct Answer: D

QUESTION 15

Your company has recently implemented Microsoft Dynamics 365 Customer Insights to target customers based on household size and income. The company\\'s Marketing team plans to create different segments for customers Irving in

Canada

based on household size and income.

Customer profiles are currently missing this information, and the marketing team requests this data be added to Dynamics 365 Customer Insights for as many customers as possible in Canada.

You need to ensure that as many customer profiles as possible are inched with household and income size details.

What type of enrichment should you use to bring in data to satisfy the requirement?

A. Demographics from Experian

B. Location from HERE Technologies

C. Identity from LiveRamp

D. SFTP custom import

Correct Answer: A

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